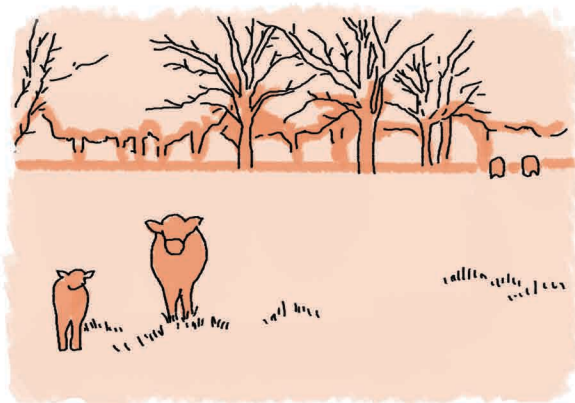


When looking at a photograph, our eyes are naturally drawn to look at the area with the most **visual weight** first.

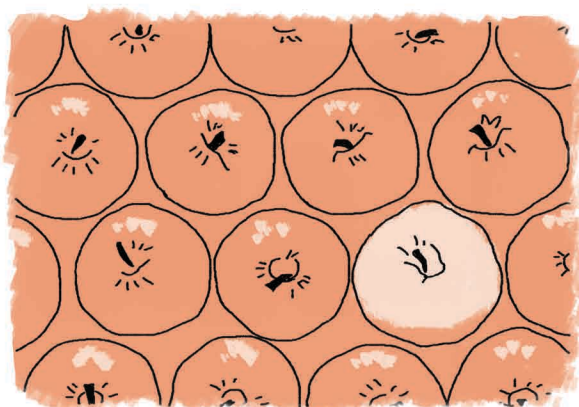
When you understand what this is, you can better influence how people look at your photos.

Size



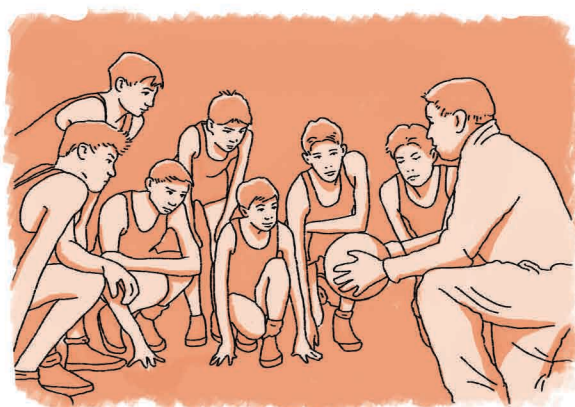
Your eyes will go towards a larger object before a smaller one. It appears more important because it takes up more space.

Contrast



Our eyes are drawn to contrast, such as objects that are brighter or darker than the rest of the scene.

Faces and Eyes



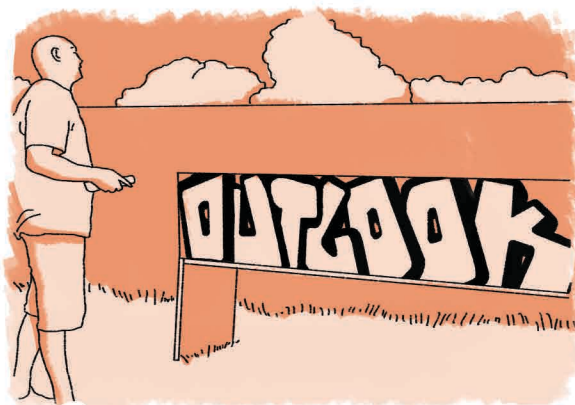
Our brains are wired to look at faces and eyes first. It's a trait that helps us feel the mood of people we encounter.

Placement



Subjects placed away from the centre carry more weight. To counterbalance, have something on the opposite side.

Text



Text in scenes gives us meaning. It can either contrast or complement the environment in which it appears.